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Final report

The success story of the "Long Night of Architecture" continues its victory march again in 2015

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A good 30,000 architecture enthusiasts are delighted by Munich's most beautiful buildings

- Response considerably stronger than in 2013
- 50 buildings, 11 routes and more crossover points
- BAU will continue to be held every two years

The third edition of the Long Night of Architecture, which is organized by BAU, the World's Leading Trade Fair for Architecture, Materials and Systems, and the Poing Building Center, has met with overwhelming interest from Munich residents and visitors attending BAU 2015. A good 30,000 architecture enthusiasts participated in the nighttime event—which is 10,000 more people than attended the successful event in 2013. Once again, the Long Night of Architecture gave participants some unique insights into the architecturally impressive buildings in the Bavarian capital.

According to Dr. Reinhard Pfeiffer, Deputy CEO of Messe München International, "This year's Long Night not only saw impressive, record-breaking attendance, it also clearly demonstrated its link to the trade fair BAU. Never before have so many of BAU's visitors and exhibitors taken advantage of the opportunity to explore Munich's architecture. As far as we are concerned, this concept will definitely be part of BAU again in 2017," Dr. Pfeiffer continued.

The program of this year's Long Night featured 50 buildings, which is ten more than in 2013. There were eleven recommend routes, and because many of them overlapped with others at specific junctions, architecture enthusiasts could put together the route of their choice. As in the past, five of the eleven routes started at Odeonsplatz, making it a central contact point for visitors again in 2015. When the Long Night started at 19:00, Odeonsplatz was completely full, and all of the city's spare buses were brought in to deal with the crowds. All 15 VIP Tours that Messe

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München organized exclusively for BAU's exhibitors and visitors were booked within a very short period of time.

Prof. Sylvia Schoske, Director of the Egyptian Museum, where the opening ceremony of the Late Night of Architecture was held, was also convinced: "This evening, a good 2,000 visitors descended upon Old Egypt and into the exhibition rooms of the Museum of Egyptian Art in the heart of the museum district. For most of them, it was their first visit to the museum, and they want to come back again, which means that our intention for participating in this event—which was to reach out to new visitors—was completely on the mark." Besides hosting the opening ceremony, the Museum of Egyptian Art also had a photography exhibit featuring the best photographs from the Facebook competition "The future of building." The 150 Munich residents who managed to get a ticket to the opening as well as 150 invited guests were thrilled by the opening ceremony in the museum's special atmosphere.

As soon as the Long Night of Architecture started, long lines formed in front of many of the participating buildings. Shortly after 19:00, the design hotel "Louis" issued a statement saying "Doors closed at the moment—we are completely booked to capacity." The buildings that participated for the first time also met with a great deal of visitor interest: More than 4,500 interested visitors stopped by the Bavarian Parliament Building, and the Siemens headquarters building on Wittelsbacherplatz, which was open to the public for the first time, experienced a similar response. Other buildings that were open to the public for the first time included the New Apostolic Church Laim, the Osram Lighthouse, the Air Traffic Control building at the Munich Airport and Kare Heizkraftwerk. WerkStadt Sendling was a popular attraction for the whole family: The more than 1,000 visitors ranged in age from small children to 85 year olds.

Another extremely popular attraction was Munich's highest construction site, i.e. the HVB Tower, where visitors enjoyed spectacular light installations. Heinz Laber, Member of the Board of HypoVereinsbank, was very pleased that interest was so high. "Some 5,500 visitors came to the premiere of the "Green Building" light installation. Renowned light artist Philipp Geist clearly understands how to use

imagery to depict the topic of sustainability and communicate what the HVB Tower stands for. And those who sent us concepts that symbolize sustainability may also recognize their contributions as part of this work of art in light."

Building operators and visitors were very enthusiastic about the event's success. Thanks to the Long Night of Architecture, the trade fair BAU has managed to establish an event for all of Munich.

Messe München International and the BAU 2015 Team would like to extend their thanks to all of this year's cooperation partners and sponsors without whom the Long Night of Architecture would not have been possible.

The cooperation partners of the 2015 Long Night of Architecture are:

- City of Munich
- Bavarian Chamber of Architects
- Association of German Interior Architects/Designers (Bavaria)
- Board of Building and Public Works in the Bavarian Ministry of the Interior, Building and Transport
- Bavarian Chamber of Building Engineers

The sponsors of the 2015 Long Night of Architecture are:

- Poing Building Center
- Aluminium Systems HUECK

Detailed information about the "Long Night of Architecture" and the buildings featured on the various tours is available at www.lange-nacht-der-architektur.de.

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